

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
NON-PROVISIONAL PATENT APPLICATION

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TITLE: Theatrical Advertising Display

10 INDEX TO RELATED APPLICATIONS

This is a non-provisional application based on a provisional application SN 60/296,209  
filed on June 7, 2001.

FIELD OF THE INVENTION

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The current invention is a display system. More particularly, the current invention  
provides for an apparatus and method for providing stationary and audio/visual  
advertising information to a patron of the cinema.

20 BACKGROUND OF THE INVENTION

The cinema has enjoyed a tremendous popularity in our society. Movies have  
touched on virtually every theme in an attempt to reach a wide audience. Typically, the  
theatres advertise their current movie offerings by poster advertisements. These movie  
posters enjoy a rich history and tradition along with the movies they promote. The movie  
25 industry would be very reluctant to give up such a unique part of its heritage. However,  
as more filmmakers vie for the entertainment dollars of the consumer, there exists a need

to entice the consumer to a particular film that goes beyond the ability of the movie poster.

#### SUMMARY OF THE INVENTION

5 It is an object of the invention to provide an apparatus that will provide a visual element to the movie advertising. It is a further object of the invention to provide said visual element without eliminating the current movie poster. It is another object of the invention to provide said visual element in a manner where a prospective moviegoer can view said visual element as desired.

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#### BREIF DESCRIPTION OF THE DRAWING

Fig. 1 shows a standard movie poster display with an adjacent video screen

#### DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

15 The movie display is the same size and shape as conventionally used movie posters. Incorporated into the display is a video screen. The placement of this screen can be vary depending on a desired configuration. It can be incorporated into the actual frame of the display, or alternatively, can be adjacent to the display. The screen can be a standard CRT monitor or a Liquid Crystal Display (LCD). The monitor would be  
20 connected to a single switch, which would start the display. The display would show a segment or segments of the movie as is commonly done in movie advertising. The display can be generated by videotape, digitally stored or any other suitable means in order to display the desired video. The video would be brief and last from 30 seconds to

5 minutes. In one embodiment, the display would be a “trailer” segment as is commonly used in previews in current movie practice. By providing this additional aspect to the on-site display, the current invention would effectively provide the movie consumer with supplemental information that will allow said consumer to make a decision based on  
5 more than a visual poster display.

In an alternative embodiment, the display can be used in a retail or rental outlet where video and or DVD products are sold and/or rented.

In yet another embodiment, the screen can contain features similar to that of a screen saver in which advertising may be sold. Said advertising can be stationary or  
10 digital display. Said advertising may also be incorporated into the display when activated by the user.

The display could also provide music and sound bites from the event or movie that a poster alone is unable to provide.

The subject invention has a method of use by which a prospective consumer  
15 approaches a plurality of display units assembled outside a movie theatre. Display unit 10 houses a standard size event or movie poster 20. The user can select an audio-visual option by pressing a single selection means 30 where the audio will be displayed on a video screen 40 and audio will be available from audio speaker 50. In doing so, the user is provided with the opportunity to gather additional information that will allow for the  
20 selection of a particular movie or event.

The subject invention can be used additionally to advertise a concert or special event.

These are provided by way of example and are in no means intended to be limiting the scope of the invention.

While the invention has been described in its preferred form or embodiment with some degree of particularity, it is understood that this description has been given only by way of example and that numerous changes in the details of construction, fabrication, and use, including the combination and arrangement of parts, may be made without departing from the spirit and scope of the invention.